

Windsor Align Marketing

Google Stack Service Summary

A concise overview of the service structure, deliverables, targeting, and best-fit use cases

Service Overview

Pricing starts at \$399

Windsor Align Marketing presents Google Stack as a done-for-you local SEO/AEO service that builds and interconnects a network of Google-owned properties. The stated goal is to strengthen topical and keyword relevance, create backlinks, reinforce a business's local entity signals, and direct authority toward the client's website and Google Maps listing.

What the Service Includes

Each order is described as including 13 Google properties:

1. Public folder	2. Keyword-rich Google Drive stack folder
3. Optimized images folder	4. Google Doc
5. PDF created from the Google Doc	6. Google Sheet 1
7. Google Sheet 2	8. Google Form
9. Video upload	10. Google My Map
11. Google Drawing	12. Google Slides presentation
13. Google Sites website	

How the Properties Are Built and Connected

- **Interlinking:** The Google properties are heavily interlinked using naked URLs, Google shortened links, and targeted keyword anchors.
- **Topical relevance:** Content, file names, folder names, links, and anchor text are organized to reinforce the client's selected services and keywords.
- **Local relevance:** The service links to the client's Google Maps listing using both short and long URLs and may use the business name, address, and phone number (NAP) as anchor text.
- **Branded presentation:** The properties are described as fully branded with the client's logo and website imagery so the finished assets can be shown to clients.
- **Image optimization:** Images gathered from the client's website are optimized with GPS information, NAP details, keyword-focused titles, and tags.
- **Supporting links:** The service also references linking to social profiles and citation URLs to strengthen consistency across the client's local web presence.

Targeting Guidance and Requirements

Recommended keyword limit: Up to 15 exact target keywords per order. Windsor Align Marketing can perform keyword research at a cost of \$99 if clients do not have keywords prepared.

Google Business Profile: The clients website should have a corresponding verified Google Business Profile / Maps listing before ordering.

Best fit: The service is positioned primarily for local businesses with a specific city, service area, or brick-and-mortar location.

Intended SEO/AEO Value

This service acts as a way to:

- Create a network of branded Google properties around a local business.
- Build backlinks and topical relevance around target services and keywords.
- Reinforce the relationship between the website, Google Maps listing, citations, social profiles, and business NAP information.
- Provide Tier 1 assets that can potentially be strengthened further with additional links, embeds, and content.
- Produce client-visible branded assets rather than relying only on hidden or low-quality backlinks.

Best-Fit Use Cases

Good Fit	Use With Caution
• Local service-area businesses	• Businesses without a verified GBP
• Brick-and-mortar stores	• Sites with unresolved technical or on-page issues
• Businesses with a verified and optimized GBP	• Campaigns expecting guaranteed rankings or immediate leads
• Campaigns that already have solid on-page SEO and citation consistency	• Businesses with inconsistent NAP data
• Clients needing a branded local authority asset	• Projects relying on this service as a complete SEO/AEO strategy by itself

Important Notes and Limitations

- Google properties should be treated as one component of a broader local SEO/AEO campaign that also includes technical SEO, helpful content, GBP optimization, reviews, citations, and relevant authority building.
- Pricing terms may vary depending on keyword needs, current citations and if the GBP is created/verified.

Bottom-Line Summary

Google Stack is a comprehensive Google property-stack service aimed primarily at local businesses. Its main value is the creation of 13 interconnected, branded Google assets that reinforce target keywords, local business information, citations, social profiles, the client website, and the Google Maps listing.